

## Statewide Performance Indicators 2011

<b>Economic Indicators</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>% Change 2010-2011</b>
<b>Total Tourism Spending</b>	<b>\$6,925,000,000</b>	<b>\$6,232,000,000</b>	<b>\$6,525,000,000</b>	-	-
<b>Total Direct Tourism-Related Tax Revenues</b>	<b>\$908,000,000</b>	<b>\$806,000,000</b>	<b>\$842,000,000</b>	-	-
State Tax Revenues	\$540,000,000	\$480,000,000	\$501,000,000	-	-
Local Tax Revenues	\$368,000,000	\$327,000,000	\$341,000,000	-	-
<b>Total Tourism Related Employment</b>	<b>136,893</b>	<b>120,216</b>	<b>122,839</b>	-	-
Direct Tourism Employment	91,009	80,040	81,907	-	-
Indirect Tourism Employment	18,879	16,495	16,769	-	-
<b>Tax Indicators</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>% Change 2010-2011</b>
Transient Room Tax	\$34,146,087	\$28,570,035	\$31,038,780	\$33,578,386	8.2%
Restaurant Tax	\$33,488,426	\$32,060,724	\$33,076,457	\$34,815,596	5.3%
Car Rental Tax*	-	-	\$8,527,462	\$7,068,843	-17.1%
<b>Total Gross Taxable Sales (GTS)</b>	<b>\$47,360,540,317</b>	<b>\$44,409,394,852</b>	<b>\$41,527,956,595</b>	<b>\$44,298,172,825</b>	<b>6.7%</b>
Total Tourism-Related GTS	\$6,925,000,000	\$6,232,000,000	\$6,525,000,000	-	-
Transportation GTS	\$165,863,655	\$114,823,958	\$177,973,603	\$133,732,383	-24.9%
Eating & Drinking GTS	\$3,065,310,786	\$3,137,382,768	\$3,040,941,922	\$3,261,590,729	7.3%
Hotels & Lodging GTS	\$1,041,179,915	\$982,073,147	\$994,403,136	\$1,151,353,302	15.8%
Amusement & Recreation GTS*	-	-	\$468,155,445	\$438,119,101	-6.4%
<b>Volume Indicators</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>% Change 2010-2011</b>
<b>Total Visitors</b>	<b>20,340,000</b>	<b>19,400,000</b>	<b>20,200,000</b>	-	-
U.S. Visitors	19,600,000	18,710,000	19,479,000	-	-
International Visitors	740,000	690,000	721,000	-	-
Salt Lake International Airport	20,790,400	20,432,218	21,016,686	20,389,474	-3.0%
National Park Visitors	5,670,851	6,002,104	6,072,900	6,304,838	3.8%
National Monument & Rec. Area Visitors	3,103,288	4,873,800	4,928,359	5,059,609	2.7%
State Park Visitors	4,564,770	4,820,930	4,842,891	4,803,876	-0.8%
Utah Welcome Center Visitors	412,458	428,319	447,439	413,196	-7.7%
Total Skier Visitors	4,258,900	3,972,984	4,223,064	-	-
Statewide Hotel Occupancy Rate	63.7%	57.0%	59.7%	62.7%	5.0%

- Numbers not available at present time

\* Change in Utah State Tax Commission reporting methodology